Amendments to the Claims

The following list of claims will replace all prior versions, and listings, of claims in the application:

1. **(Currently Amended)** A method of creating an electronic catalog web page from a vector graphics data file comprising the following steps in the sequence set forth:

    converting the vector graphics data file from its native file format to a bit map graphics file format;

    modifying the bitmap graphics data file by converting cyan, magenta, yellow, black (CMYK) color values to red, green, blue (RGB) color values;

    inserting the modified bit map graphics data file into the electronic catalog web page; and

    making the electronic catalog web page available on the Internet for the public to view and print on a non-commercial desktop printer.

2. **(Original)** The method of claim 1, wherein the method is further comprised of compressing the modified bitmap graphics data file prior to inserting.

3. **(Original)** The method of claim 2, wherein compressing precedes modifying.

4. **(Original)** The method of claim 2, wherein the bit map graphics file is compressed by reducing the resolution of an image encoded in the file to less than 100 dots per inch (dpi).

5. **(Original)** The method of claim 4, wherein the bit map graphics file is compressed by reducing the resolution of an image encoded in the file to about 72 dpi.

6. **(Original)** The method of claim 2, wherein the bit map graphics file is compressed by converting the bit map graphics file to a joint photographic experts

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(jpeg) file.

7. **(Original)** The method of claim 6, wherein the bit map graphics file is converted to a jpeg file by opening the bit map graphics file in a paint program and exporting the bit map graphics file to a jpeg file format.

8. **(Original)** The method of claim 2, wherein the bit mapped graphics file is compressed by converting the bit mapped graphics file to a graphics interchange format (gif) file.

9. **(Original)** The method of claim 2, wherein the bit mapped graphics file is compressed by converting the bit mapped graphics file to a tagged image file (tif) format file.

10. **(Original)** The method of claim 2, wherein the bit mapped graphics file is compressed by converting the bit mapped graphics file to an X bitmap (xbm) file.

11. **(Original)** The method of claim 2, wherein the compressed and modified bit map graphics data file is inserted into the web page by tagging the file as an inline image.

12. **(Original)** The method of claim 11, wherein the inline image is a link to a higher resolution version of an image that is substantially the same as the inline image.

13. **(Original)** The method of claim 2, wherein the compressed and modified bit map graphics data file is inserted into the web page by tagging the file as an external image.

14. **(Original)** The method of claim 1, wherein modifying precedes converting.

15. **(Original)** The method of claim 1, wherein the vector graphics data file is a prepress data file.

16. **(Previously Amended)** The method of claim 15, wherein the prepress datafile is created using a software application program selected from the group consisting of QuarkXPress, Adobe Illustrator, Macromedia Freehand, Adobe PageMaker, Corel Draw and Adobe Acrobat.

17. **(Original)** The method of claim 1, wherein the web page is a markup language file.

18. **(Original)** The method of claim 17, wherein the markup language is selected from the group consisting of hypertext markup language (html), extensible markup language (xml), Cold Fusion markup language (cfml), commerce markup language xml (cxml), handheld device markup language (hdml), standard generalized markup language (sgml), synchronized multimedia integration language (smil), extensible hypertext markup language (xhtml), extensible style language (xsl), and wireless markup language (wml).

19. **(Original)** The method of claim 1, wherein the bit map graphics file is an encapsulated post script (eps) file.

20. **(Original)** The method of claim 19, wherein the eps file, when rendered, is an 8.5" by 11" image.

21. **(Original)** The method of claim 1, wherein the vector graphics data file is a prepress data file, the bit map graphics file is an encapsulated post script (eps) file, and the prepress data file is converted to an eps file by exporting the prepress data file in

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its native file format to an eps format.

22. (Original) The method of claim 1, wherein the vector graphics data file is a prepress data file, the bit map graphics file is in a tagged image file format (tif), and the prepress data file is converted to a tif file by exporting the prepress data file in its native file format to an tif format.

23. (Previously Cancelled)

24. (Previously Amended) The method of claim 1, wherein the CMYK color values are converted to RGB color values using a paint program.

25. (Currently Amended) A method of creating an electronic catalog web page from a vector graphics data file comprising the following steps in the sequence set forth:

 converting the vector graphics data file from its native file format to a bit map graphics file format;

 compressing the bitmap graphics file by reducing the resolution of an image encoded in the file to less than 100 dots per inch (dpi) by converting cyan, magenta, yellow, black (CMYK) color values to red, green, blue (RGB) color values;

 modifying the bit-mapped graphics file;

 inserting the modified bit map graphics data file into the electronic catalog web page; and

 making the electronic catalog web page available on the Internet for the public to view and print on a non-commercial printer.

26. (Currently Amended) A method of creating an electronic catalog web page from a composite file comprised of vector graphics data file and an image file, the method comprising the following steps in the sequence set forth:

 converting the vector graphics data file from its native file format to a bit map

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graphics file format;

      modifying the bitmap graphics data file by converting cyan, magenta, yellow, black (CMYK) color values to red, green, blue (RGB) color values;

      inserting the modified bit map graphics data file into a web page template;

      generating the electronic catalog web page from the web page template; and

      making the electronic catalog web page available on the Internet for the public to view and print on a non-commercial printer.

27. **(Currently Amended)** A method for creating a plurality of electronic catalog web pages from a vector graphics data file, wherein the plurality of web pages is substantially identical to a printed catalog publication rendered from the vector graphics data file comprising the following steps in the sequence set forth:

      converting each of a plurality of pages of a printed publication rendered from the vector graphics data file from its native file format to a bit map graphics file format;

      modifying each of the plurality of the bitmap graphics data file by converting cyan, magenta, yellow, black (CMYK) color values to red, green, blue (RGB) color values;

      inserting each of the plurality of the modified bit map graphics data file into an electronic catalog web page; and

      linking the plurality of electronic catalog web pages such that the plurality of electronic catalog web pages are available on the Internet for the public to view and print on a non-commercial printer.

28. **(Currently Amended)** A method of displaying a plurality of products on a website in connection with the offering for sale of the plurality of products, the method comprising the following steps in the sequence set forth:

      creating a vector graphics data file, wherein the vector graphics data file includes data capable of being converted to a press plate to create a catalog printed on

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paper;

deriving from the vector graphics data file an electronic catalog, wherein the electronic catalog appears to be substantially identical to the catalog printed on paper; and

making the electronic catalog available for general viewing and printing by members of the public using a browser.

29. (Currently Amended) A method of displaying a plurality of products on a website in connection with the offering for sale of the plurality of products, the method comprising the following steps in the sequence set forth:

creating a composite file comprised of a vector graphics data file and an image file, wherein the composite file is capable of being converted to a press plate for a catalog printed on paper;

deriving from the composite file an electronic catalog, wherein the electronic catalog appears to be substantially identical to the catalog printed on paper; and

making the electronic catalog available for general viewing and printing by members of the public using a browser.

30. (Currently Amended) A method for creating an electronic catalog web page from a vector graphics data file, comprising the following steps in the sequence set forth:

converting the vector graphics data file from its native file format to a bit map graphics file format including both text and images;

modifying the bitmap graphics data file by converting cyan, magenta, yellow, black (CMYK) color values to red, green, blue (RGB) color values;

correcting text errors through the use of error correction routines to correct errors in the text that occur when the vector graphics data file was converted from its native file format to a bit map graphics file format; and

inserting the modified bit map graphics data file into a web page; and

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making the electronic catalog web page available on the Internet for the public to view <u>and print on a non-commercial printer</u>.

31. (Currently Amended) A method of displaying communication comprising:

displaying on a web browser an electronic catalog web page made by creating the web page from a vector graphics data file, including the following steps in the sequence set forth:

converting the vector graphics data file from its native file format to a bit map graphics file format including both text and images;

modifying the bitmap graphics data file by converting cyan, magenta, yellow, black (CMYK) color values to red, green, blue (RGB) color values;

inserting the modified bit map graphics data file into a web page; and

making the electronic catalog web page available on the Internet for the public to view <u>and print on a non-commercial printer</u>.

32. (Currently Amended) An article of manufacture comprising:

a terminal connected to a network and including a video display terminal, the video display terminal displaying a displayed electronic catalog web page made by creating the web page from a vector graphics data file, including the following steps in the sequence set forth:

converting the vector graphics data file from its native file format to a bit map graphics file format including both text and images;

modifying the bitmap graphics data file by converting ~~color~~ cyan, magenta, yellow, black (CMYK) color values to red, green, blue (RGB) color values;

inserting the modified bit map graphics data file into the web page; and

making the electronic catalog web page available on the Internet for the public to view <u>and print on a non-commercial printer</u>.

33. (Currently Amended) A method of creating a web page from a vector graphics

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data file comprising the following steps in the sequence set forth:

converting the vector graphics data file from its native file format to a bit map graphics file format;

modifying the bitmap graphics data file by converting cyan, magenta, yellow, black (CMYK) color values to red, green, blue (RGB) color values;

correcting text errors through the use of error correction routines to correct the text errors that occur when the vector graphics data file was converted from its native file format to a bit map graphics file format, said error correction routines comprising of:

a) opening said modified bitmap graphics data file with a first drawing program running on a first computer;

b) examining said modified bitmap graphics data file for text errors by visually comparing the raster image of said modified bitmap graphics data file to replicated printed material derived from said vector graphics file;

c) closing and reopening said bitmap graphics data file with a different drawing program and/or different computer if text errors are found in step (b);

d) repeating steps (b) and (c) until no errors are present in said modified bit map graphics file; and

inserting the modified bit map graphics data file into the web page.

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